

Fax: (510) 464-7175
email: gdelore@bart.gov

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Linton Johnson Gina, We need to get a large group of custo... 08/11/2011 03:22:24 AM

From: Linton Johnson <ljohnso@bart.gov>
To: Gina DeLorenzo <GDeLore@bart.gov>
Cc: "James K. Allison" <JAllis1@bart.gov>
Date: 08/11/2011 03:22 AM
Subject: One more item for protest planning - this is significant.
Sent by: bartchiefspokesman@gmail.com

Gina,

We need to get a large group of customers together who are loyal riders to participate in this news conference. We need to ask everyone we know and trust who rides BART and reach within the agency to find others who can locate those people. Ideally it would be nice to have a minimum of 10 to 15 riders who could speak out.

We need to make the message clear, simple, tight and short. Basically everybody would go up to the microphone and say the following, sticking closely to this script:

My name is _____. I take BART from _____ (eg, Hayward) to downtown San Francisco. I depend on BART to get me to my destination safely and on-time. Whatever your message is, it is now completely lost on me because you're putting my life at risk. Furthermore you're making me late. That's preventing me from being able to (explain hardship such as pick up my children from child care, which means I have to pay an extra _____, or miss my doctors appointment, which means I will be sick for xxx time or miss my job interview, xxx) . "We riders demand an immediate end to these illegal acts that make us late and put our lives at risk!"

Here's how I think we should handle this:

- 1.) Find a critical mass of riders who will volunteer to do this
- 2.) Get the proper spellings of their names and their contact info
- 3.) Coordinate with BART PD and Ops so we can make sure they can get to the news conference location safely and on-time (maybe get a van, or a special train, etc.)
- 4.) Provide riders with some sort of transportation pass (Pass Letter would suffice or a few BART tickets)
- 5.) Write a Media Advisory and on the back, (unless there is room on the front) put each participant's name so media can have proper spelling of the speakers names
- 6.) Prepare a large sheet with the script above and enough blank space so the riders can fill in the blanks and read it to the media
- 7.) Coach each person to ensure you know what they are going to say when they fill in the blanks and rehearse what they are going to say - make sure all are under a minute to two minutes. Tell them the importance of keeping their comments tight.
- 8.) Encourage them to punch that last line (if you have a better, stronger but more succinct line, feel free to change mine as long as it keeps with the theme of safety and on-time)
- 9.) Ensure each rider will know when and where to meet for the news

conference and how to stay in contact with you.

HEADLINE: BART Riders Speak Out Against Illegal, Protests Designed to Disrupt Service and Create

Body - Must make two points clearly and succinctly - Riders are speaking out against those who are making them late and creating unsafe conditions with these illegal protests on crowded, narrow platforms with fast moving BART trains. They will hold a news conference at XXX time at XX location.

Linton Johnson

Chief Communications Officer/Communications Department Manager

San Francisco Bay Area Rapid Transit District (BART)

300 Lakeside Drive

18th Floor, Suite #1849

Oakland, CA 94612

510-464-7139 Desk (To skip past voicemail menu and leave me a message, immediately press 25 when voicemail picks up)

510-473-6479 Mobile

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